

CONFIDENTIAL

Approved For Release 2002/08/15 : CIA-RDP84-00780R000600110013-2

DD/S 64-0959

20 FEB 1964

MEMORANDUM FOR: Deputy Director of Central Intelligence

DD / S R E G I S T R Y

SUBJECT : Recruitment Advertising

FILE *Personnel 15*

1. This memorandum is for information only. It responds to your request that I comment about Mr. Helms' memorandum of 25 January 1964 to you with its attached article from THE ECONOMIST of January 18, 1964.

2. For many years we have used recruitment advertising in newspapers, technical journals, house organs, and occasionally military reserve bulletins, but always in the name of the "United States Government." By November 1962, however, our increased requirements for specialized people caused us to modify this principle in cases where it was possible to describe broad job categories without disclosing the Agency's specific application of the skills involved. This permitted advertising attributable to the Agency for chemists, physicists, engineers, and the like. Advertisements for specific requirements, such as astrophysicists, sonar specialists, and similar categories where the title is indicative of a particular interest or skill application, have continued to be published without any indication of Agency sponsorship.

3. We do not have precise statistics which would permit us to identify people whose appointments have resulted directly from their response to particular advertisements, but our general experience has been that this is a very effective and professionally acceptable means of making openings known to the people who are most likely to be interested. We have considered this to be a direct recruitment technique on relatively the same plane as seeking out people at scientific conventions who might be interested in changing their positions or following up leads identified through specialists who are affiliated with us.

4. I believe the principles we have applied in our recruitment advertising are sound and should be continued. I see no harm in advertising attributable to the Agency which does not disclose by inference or implication any specifically identifiable field of interest where the identification itself is to a degree revealing. I see no harm in continuing to publish advertisements attributable to the United States Government where it is desirable to be more specific in describing a job specialty within a generic category of the physical sciences. I believe we should continue to follow the practice, however, of having advertisements approved by the Director of Security and the Assistant to the Director for Public Affairs before they are released for publication.

Signed

L. K. White
Deputy Director
for Support

Att: Memo dtd 25 Jan 64 to A-DCI fm

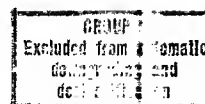
DD/P same subj (Eyes Only)

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cc: DIRECTOR OF PERSONNEL

DIRECTOR OF SECURITY

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O-DD/S:RHW:VRT:jbb (15 Feb 64)

Retyped: O-DD/S:jrf (19 Feb 64)

Distribution:

- 0 - Adse w/O of att (DD/S 64-0552) w/att
- 1 - DD/S chrono
- ✓1 - DD/S subject w/T of att

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TO: Colonel White		
ROOM NO.	BUILDING	
REMARKS:		
Recommend your signature.		
<div style="border: 1px solid black; width: 100px; height: 60px; margin: 0 auto;"></div>		
FROM:		
ROOM NO.	BUILDING	EXTENSION

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STAT

SECRET

DD/S 64-0963

20 FEB 1964

MEMORANDUM FOR: Assistant to the Director for Public Affairs

SUBJECT : Recruitment Advertising for Life Scientists

**REFERENCE : Memo dtd 23 Jan 64 to Asst to Dir fm DD/S&T,
same subj**

1. I regret that I cannot concur with the attached request from DD/S&T to publish the proposed advertisement in several professional scientific publications. The specialties sought among the life sciences appear to me to be revealing of Agency interests in scientific specialties which may lead to undesirable public speculation about Agency activities in these areas if the advertisement is published with CIA attribution. Attached for your convenient reference is a copy of a memorandum dated 19 November 1962 to the Assistant to the Director from the Director of Personnel. I believe the principles stated in that memorandum are valid today.

2. I believe we should continue to follow the principle that advertising attributable to the Agency should be restricted to categories such as scientists, engineers, analysts and the like, and that advertisements should be attributable to the United States Government when we desire to be more definitive.

Signed

L. K. White
Deputy Director
for Support

2 Atts:

Att 1: Reference Memorandum

Att 2: Memo dtd 19 Nov 62 to Asst to Dir
fm D/Pers, subj: Recruitment
Advertising

SECRET

EO-DD/S:VRT:jbb (17 Feb 64) Retyped: nlaq (19 Feb 64)

Distribution:

Orig - Adse w/atts - for return to DD/S & T

1 - ER

2 - DD/S w/t of atts (chrono/subj)

1 - D/Pers w/t of att 1

24 January 1964

Director of Security

ATTN: Mr.

STAT

4E-50

Headquarters

Attached is the memorandum from the DD/S&T to the Asst. to the DCI requesting approval to advertise in the name of the Agency for those holding degrees in certain specific life sciences disciplines.

Mr. declined to run the proposed advertisement because he feels he has no authority to advertise in the name of the Agency except in general terms. Will you please provide your comments to the DD/S for transmittal with the attached memorandum.

STAT

Executive Officer to the DD/S

7D-18

Headquarters

STAT

EO-DD/S:VRT:fp

Distribution:

O - Addressee w/O DD/S 64-0425

1 - DD/S Chrono w/o att

✓ 1 - DD/S Subject w/4 cys DD/S 64-0425

DD/S 64-0425 - Memo dtd 23 Jan 64 to Asst. to the Director frDD/S&T, subj: "Recruitment Advertising for Life Sciences"

SECRET

DD/SLT-0425

DD/SLT-0240-64

23 January 1964

MEMORANDUM FOR: Assistant to the Director
THROUGH : Deputy Director (Support)
SUBJECT : Recruitment Advertising for Life Scientists

1. The Office of Research and Development is in the process of attempting to recruit qualified scientists in specific life sciences disciplines, i.e. biophysics, physiology, immunochemistry, radiobiology, medical-clinical research, experimental psychology, psychophysiology, and bioengineering. Our requirement for the consideration of any candidate in any of the above disciplines is that the person, as a minimum, must hold a Ph.D. or M.D. degree plus several years post doctoral experience in the field in which his degree was granted.

2. As indicated above, the requirements are high, and, indeed, great selectivity will be exercised of any applicants who possess the minimum qualifications.

3. In order to get qualified personnel on board as soon as possible I propose that we be authorized to place an advertisement (a copy of which is attached) in the following magazines: Science, Scientific American, American Medical Association Journal, and the Journal of Experimental Biology and Medicine. This advertisement would be run in the name of CIA.

SECRET

SUBJECT: Recruitment Advertising for Life Scientists

4. These disciplines from which we are attempting to recruit qualified personnel represent, in most instances, highly competitive fields. To stimulate responses we must indicate the Central Intelligence Agency's sponsorship. While every scientist, for example, knows that the government is looking for scientists, we are seeking the applicant who would be attracted to government service because it is the Central Intelligence Agency that is looking for qualified personnel in these specific disciplines and because the applicant's interest would be keyed to working with us. The same applicant might be attracted to NASA, but he would not be stimulated to seek a "United States Government position" if it led, for example, to NIH. In effect, while the scientific community knows of the NIH interest in life scientists, there is not the same general awareness among such personnel of a special CIA interest in their skills. Therefore, we must advertise our interest. Such an advertisement in itself would serve as a "weeding out" process in that we are indicating the high professional qualifications required for consideration.

5. It should be pointed out that an advertisement run in 1963 using the Agency seal produces a gratifying number of responses.

6. Your approval is requested to run the attached advertisement as the Central Intelligence Agency. The advertisement would be placed in Science, Scientific American, American Medical Association Journal, and the Journal of Experimental Biology and Medicine. The cost of placing the advertisement would be borne by the Office of Research and Development.


for ALBERT D. WHELOW
Deputy Director
(Science and Technology)

25X1

Attachments as stated

NON-CONCUR: See my memorandum attached

Signed

20 FEB 1964

Deputy Director (Support)

Date

The recommendation in paragraph 6 is approved.

15/ Paul D. Christen
Assistant to the Director

Date

Distribution:

Orig - DD/S&T w/att

1 - ER

✓ 2 - DD/S (1 w/h)

1 - D/Pers

W/BACKGROUND

On 23 March 64 Paul Christen
advised me that he had not
intended to approve the paper Christen
he intended to support the
non-Concurrence.

25X1

23 Mar 64

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9 March 1964

Colonel White:

Attached is a copy of the memo from DD/S&T to Mr. Chretien requesting approval to run an advertisement for certain life scientists in the name of the Central Intelligence Agency. Mr. Chretien approved the paper on 4 March 1964. (Att 1)

Also attached is the most recent file material on this subject which includes recommendations against such advertising by the Directors of Personnel and Security as well as Mr. Helms' memo of 25 January 1964 to the Acting Director which cited and attached an article in THE ECONOMIST about CIA recruiting and other matters. I believe you wish to telephone Mr. Chretien about this. (Background)

I have advised [redacted] that we do not consider sensitive the attached CIA advertisement for psychologists which appeared in the "American Psychologist" for February 1964. (Att 2)

STAT

STAT

CONFIDENTIAL

19 Nov 1962

MEMORANDUM FOR: Assistant to the Director

DDO 62-5745

ER 62-9075

THROUGH : Deputy Director (Support) /s/ LKW 6 Dec 62**SUBJECT : Recruitment Advertising**

1. For many years, the Agency has made use of recruitment advertising in newspapers, technical periodicals, house organs, and, in some instances, military reserve bulletins. Such advertising has been done on behalf of "The United States Government." For specific requirements, i.e., astrophysicist, sonar specialist, radio operator, we should continue to sponsor these advertisements as a branch of the United States Government so as not to attract attention to any specialized requirements.

2. The Agency's increased personnel requirements, however, have brought about a need to publicize these requirements in entire job categories, such as scientists, engineers, analysts, photo interpreters, etc. To stimulate responses to such broad ads, we must indicate the Central Intelligence Agency's sponsorship. While every scientist, for example, knows that the government is looking for scientists, we are seeking the applicant that would be attracted to government service because it is the Central Intelligence Agency that is looking for scientists and because his interest would be keyed to working with us. The same applicant might be attracted to NASA, certainly, but he would not be stimulated to seek a "United States Government position" if it led, say, to the Bureau of Reclamation. Our problem, in effect, is that while the whole world knows of the NASA interest in scientific, technical and engineering personnel, there is not the same general knowledge among such personnel of a special CIA interest in their skills. Therefore, we must advertise our interest.

3. Attached is a recruitment "flyer" which is posted on bulletin boards in the University Placement Offices which our field recruiters visit. The Office of Scientific Intelligence has requested that we use this same text in advertisements to appear in selected professional periodicals, with the Central Intelligence Agency clearly identified as the sponsoring agency.

4. Your approval is requested to identify the Central Intelligence Agency in advertising our general manpower requirements. In advertising specific requirements which would be subject to security considerations, we shall continue to indicate only United States Government interest.

Attachment

/s/
Emmett D. Echols

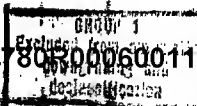
Concurrence:

/s/ [redacted]
Deputy Director of Security5 Dec 62
Date

The recommendation in paragraph 4 is approved.

/s/ [redacted]
Acting Assistant to the Director

18 Dec 62

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TRANSMITTAL		DATE
TO:		
Colonel White		
ROOM NO.	BUILDING	
REMARKS:		
Recommend <u>two</u> signatures.		
<div></div>		
FROM:		
ROOM NO.	BUILDING	EXTENSION

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